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THE COMMUNICATOR
The USAID GH Newsletter for CAs
Volume 4 Number 3
July 2005

The Communicator's Goals:
* To increase the flow of information between USAID's Bureau for Global
Health and CAs engaged in communications and public relations work
* To enhance awareness of the need to disseminate news about our work
and to show why it is important

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If you would like back issues of The Communicator, e-mail:
lchomiak@usaid.gov.
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IN THIS ISSUE

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THE MARJORIE C. HORN OPERATIONS RESEARCH AWARD

The Research, Technology, and Utilization Division of the Office of
Population and Reproductive Health has announced its third annual
solicitation for nominations for the Marjorie C. Horn Operations
Research Award. The award is intended to recognize excellence in
implementation of operations and program research and/or utilization of
research results for program improvements. The nominee must be a USAID
employee (direct or nondirect hire, an employee of one of the PRH CAs
or partners, or an employee of an in-country partner of our PRH
programs. The nominee has to have demonstrated one of the following:

    a. Supported operations and program research in the PRH sector
       consistently over the long term
    b. Developed a new or improved methodology for implementing
       program research
    c. Over a period of time, conducted a body of research studies on
       a given theme or topic
    d. Implemented an exemplary or innovative operations/program
       research project

e. Undertaken innovative and significant steps to utilize
      specific operations/program research results in programs at
      the global, regional, national, or subnational levels
   f. Developed innovative techniques for measuring the impact of
      operations/program research on programs at the global,
      regional, national, or subnational levels
   g. Leveraged considerable resources for supporting and expanding
      operations/program research activities

Nominations should be sent to Mihira Karra (mkarra@usaid.gov) by August
5, 2005.

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GOT THE BRANDING BLUES?

USAID branding guidelines are available for contractors' use, though
guidance for CAs and grantees has not been finalized as yet. Check out
the guidelines and templates on the USAID Web site at:
http://www.usaid.gov/branding/

The branding guidance found on USAID's external site is mandatory for
contractors who are 100% funded by USAID. A "partners guide" is
expected in the near future and will address application of the new
identity and branding issues as they apply to CAs and grantees. Even
though our marking policy is still being finalized and formal guidance
has not been sent to CAs/grantees, partners are encouraged to use the
new USAID identity vs. the old logo if they are agreeable.

Now, what about branding the President's Emergency Plan for AIDS
Relief? Conversations are ongoing between USAID and OGAC on this
subject. Informally, all partners receiving HIV/AIDS dollars from the
U.S government are encouraged to "co-brand". This means both the OGAC
logo and USAID identity should be placed on materials.

The last item is on Web branding. As a useful public service, here are
a few tips regarding compliance:

1. To deal with all questions regarding Web branding guidelines, first
go to the branding guide, which is posted on the USAID Web site. Or go
to the main USAID Web site, type "x-web" into the search box for up-to-
date and detailed branding information.
2. In cases where the USAID logo is placed next to a corporate/project
logo, both logos have to be the same size. Web sites can use any
color/design. Only the USAID logo has to adhere to the color standards
laid out in the branding guide.
3. Only CTOs can make exceptions to branding regulations (i.e.,
exemptions for password-protected sites). Stay in close touch with your
CTO on these kinds of issues.
4. E-newsletters should be branded or co-branded. All files available
for download (both PDF and HTML) need to be branded.
5. In cases where a USAID contractor produces/builds a site for an
organization and then turns over ownership of the site to another
entity (e.g., a national government or a national organization of
journalists), branding is not required.
6. All projects funded by USAID/GH/OHA need to be co-branded with the
USAID and OGAC logos (see OGAC regulations above).

7. USAID strongly encourages appropriate translations of the tagline
"From the American people." Given differences in dialects within
languages, there is no standard translation. However, when doing the
translation, remember that it must be as close to the English tagline
as possible. The meaning of the tagline cannot be changed. For example,
in Spanish it cannot be "del pueblo de los Estados Unidos de America
con amor y besos."
8. Finally, use common sense in figuring out when branding applies and
when it doesn't.

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MORE ON BLOGS

Blogs are the latest technology trend, but are they the latest thing in
a communications arsenal? A recent survey done by the Pew Charitable
Trust shows that blogs for PR purposes just might prove to be a useful
addition to your message delivery efforts. The survey found that 32
million Americans, or 27 percent of Internet users, say they read blogs
(with a huge growth in readers 30-49 years old). More than 8 million
Internet users have created a blog or Web-based diary. Twelve percent
of Internet users have posted comments or other material on a blog.
Read the full report at:
http://207.21.232.103/pdfs/PIP_blogging_data.pdf

Start thinking about ways you can apply this technique -- create a
community of learning, for example, or link a group of people about a
specific project or effort. The uses are only limited by your
imagination, so start thinking creatively! To see how organizations
interested in and working at the crossroads of public service are using
blogs, check out the Coro Blog at:
http://coro.blogs.com/coro/2005/06/being_poor_is_e.html

For gender and globalization interests, check out:
http://gpeig.org/gender.

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TALKING ABOUT NEW MEDIA

A lot of organizations have replaced envelopes, postage stamps, and
mailing lists with e-mails. Good idea? Maybe not. If reporters feel
that you are abusing Web communications and sending tons of needless
junk e-mail, or spam, chances are that they'll delete your information
and will be far less likely to cover your news. Always remember, when
you speak to a reporter, ask her or him how she/he prefers to receive
information. If in doubt, fax.

Need tips on funding technology in your work? The Changing Technology
Funding Practices Project, led by IMPACS, has listened to grantmakers
and grantseekers over the past year about the strategic use of
technology to achieve the mission work of the voluntary sector. The
conversations resulted in a list of common needs. As a result, IMPACS
developed a number of tools to help advance the strategic use of
technology within the voluntary sector. The materials are available on

the VSI Web site at www.vsi-isbc.ca. If interested, you can request a
CD-ROM version by e-mailing tech@impacs.org.

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WHILE WE'RE FOCUSING ON NEW MEDIA, LET'S NOT FORGET OLD MEDIA

Do you use the letters to the editor page to your advantage? You
should. This type of forum presents an excellent opportunity to
showcase how your work relates to breaking news and current events. It
also allows you to make good use of your organization's experts while
keeping your organization's name at the frontlines. Start by looking
over past letters to the editor to find good examples. Also, look up PR
guides and manuals for tips and for some quick ideas check out Nancy
Schwartz's July 12, 2005, newsletter "Helping Nonprofits Succeed
Through Effective Marketing" at http://www.gettingattention.org.

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RESOURCES FOR YOU

DOLPHN Update
The Data Online for Population, Health, and Nutrition (DOLPHN) has
recently been updated and Country Health Statistical Reports are now
available. The reports contain statistical data on current health
conditions, population dynamics, health and family planning behavior,
and health and population trends in a given developing country. Visit
the new DOLPHN homepage designed to help users navigate the site at
http://www.phnip.com/dolphn/. DOLPHN is an online statistical data
resource of selected demographic and health indicators gathered from
various sources and is designed to provide users with quick and easy
access to frequently used statistics.

New Journal: "Globalization and Health"

"Globalization and Health," a new peer-reviewed journal launched by a
group of public health practitioners and policy-makers will be
available via open access. The journal provides a forum for debate and
discussion on themes related to globalization and its impact on global
health. This journal is the first such effort to deal exclusively with
the globalization-public health connection and aims to draw content
from worldwide resources, ensuring a truly global audience. Check it
out at www.globalizationandhealth.com.

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WHAT OTHERS ARE DOING

PHI Article by Lori Dorfman and Katie Woodruff

Lori Dorfman and Katie Woodruff of the Berkeley Media Studies Group at
the Public Health Institute recently co-authored an article entitled
"More Than A Message: Framing Public Health Advocacy to Change
Corporate Practices." The article was published in the June 2005 issue
of "Health Education & Behavior." For more information on this and
other publications, go to http://www.phi.org/people-links.html.

Verizon Foundation Launches Online Resource Center

The Communications Network partnered with the New York-based Verizon Foundation to support the creation of an online resource center. This online tool offers targeted learning in specific management areas including planning, technology, communications, and fundraising, among many others. To learn more and to view a demo, go to: http://charitychannel.com/cu/2/verizon/demo/vfrc_fs.htm

FRONTIERS Has a New Website

FRONTIERS has a new look! The redesigned Web site includes a user-friendly multiple view option by country (with detailed descriptions of all research projects, partners, results, and links to related publications), topic, and type of publication (operations research summaries, program briefs, and final reports by year or country). The site also offers updated listings of projects, publications, meetings, and other program news. Check it out at www.popcouncil.org/frontiers

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YOUR FEEDBACK

Let us know what you would like to see in this newsletter, what topics you want covered, or what additional items should be included. Become a contributor -- pass along stories about your program, including poignant accounts, major accomplishments, new publications, awards received, or upcoming conferences to lchomiak@phn.pal-tech.com.

Also, if you know people who should get this newsletter, let us know so we can add them to our subscribers list.

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